Conducted by Samuel Hopkins Adams.

This department has entered the second stage of service to Tribune readers. Primarily it was intended merely to separate the sheep of advertising from the goats-and hang a bell on the goats. But now it goes beyond mere identification. It embraces a human nature study of both sheep and goats. You are invited to assist. For every letter printed in this department describing experiences-pleasant or unpleasant-with advertisers of merchandise, excepting only patent medicines, The Tribune will send \$2.00, payable in any merchandise of any Tribune advertiser. For the most important letter each month a special prize of \$50.00, payable similarly, will be awarded. Name printed or withheld-as you prefer, but must be signed or we will not know where to send the prize order. Address: The Ad-Visor, The Tribune, New York.

Permit us to enlighten your reader "F. W. T." on his opinion of recent advertisement, "Prevent Grip by the Use of Platt's Chlo-

When we make the above statement, we mean that the spread of the GRIPPE GERM will be prevented if Platt's Chlorides is constantly

used about the home.

For the benefit of "F. W. T." and other readers of your paper, however, we would mention that by keeping in a dish or saucer on radiators Platt's Chlorides diluted one-half, the hot solution will evaporate and purify the air, thus destroying the grip germ which is the cause of all the trouble. This leaves a clean, healthy atmosphere, and protecta the other members of the family from contracting the disease at the

Thanking you to kindly insert this article in your paper, we beg remain.

Respectfully yours, HENRY B. PLATT.

Mr. Platt belongs to that school of medical thought which regards the germ as a sort of witch, riding around on a speck of dust in lieu of a broomstick, seeking whom it may infect. People don't contract grip from the air. They contract it from other people who have grip, and while it won't prevent a grip sufferer from passing along his affliction to others with whom he may come in contact. The wisest saying ever uttered about transmissible disease is this: "The striking distance of infection is arms length."

The exhibit inclosed is a study in psychology. For fear you may have overlooked it, let me call your attention to some of the choicest thoughts the S. S. S. ad unfolds:

The exhibit inclosed is a study in psychology. For fear you may length the coverlooked it, let me call your attention to some of the choicest from thoughts the S. S. S. ad unfolds:

The exhibit inclosed is a study in psychology. For fear you may let begin quite like a bit of common sense, calculated to win the approval of anybody:

"What most people believe to be the disease CATARRH, is really only a symptom."

In the system is an inflamed and tender condition.

Now don't get it mixed up. For the sake of clarity you might render it thus:

"The lack of any other motive is one of the prosecutor's office, may round the state's case into ideal shape for presentation to a jury. For all the prosecutor's office may round the state's case into ideal shape for presentation to a jury. For the sake of contract grip from the chain to a jury, for the sake of contract grip from the chain to a jury, for the sake of contract grip from the chain to a jury, for the sake of presentation to a jury. For the sake of contract grip from the chain to a jury, for the sake of presentation to a jury. For the sake of presentation to a jury, form the subset of the prosecution of this phase confession, there although Ir. Wait has confession, there alth

is really only a symptom.

Fine! Fine! Can it be that the nostrum people are going to indulge in the truth! Oh, wait for verse two:

"The most common symptom of the presence of CATARRH in the system is an inflamed and tender condition.

Now don't get it mixed up. For the sake of clarity you might

render it thus:

The most common symptom of the presence of only a symptom in the system is an inflamed and tender condition. But if you do not understand the thing, read on till you come to

Wherefore it appears that catarrh is, isn't, and both isn't and is a symptom or disease. Have you got it?

WM. BRADY, M. D.

No; thank heaven! We have many troubles to confuse, bewilder and

befog us, but nothing so obfuscating as this specimen of patent medicine

Unless you have lived ten thousand miles from Broadway and wanted to go back and couldn't, you never will know how much the movies mean to the exiles.

We go every Saturday night to the weekly and eagerly watch the too infrequent scenes of Fifth Avenue, or City Hall, or the navy yard, and when the operator switches on "Gov. of Missouri Lays Cornerstone for New Library" we settle back and wait resignedly for the pretty shopgirls to parade in their cute doll clothes. We get a taste of war spictures, but only a nibble, but when the Hearst-Selig company announced that the Bersaglieri were to hack their way through barbwire entanglements and charge enemy positions, I expected a bit of the real.

When Mr. MacLenathen, of far-away Carlsbad, N. M., has said "Hearst" he has said all. What does he or any other reasonable being expect of William R., in print or in picture? .

This is a tale of absentmindedness which proved to be a pleasant experience for me. After having lunch on a day in the early part of this month I took a walk and, as usual; wanted a smoke. I entered a United Cigar Store at 1399 Brondway, New York City, for a package of "Between the Acts," handing the clerk a one dollar bill. I remember that he put my change of 90 cents in the plate which is always on the counter of these stores. However, I wanted matches, and asked him for a box. The matches, together with the profit sharing coupon, I put in my packet and forgot the change.

I do not remember ever having been in this store before. The time of this happening was 1:30 p. m., and the clerk I saw was a tall, light-haired man.

haired man.

About 6 o'clock that evening I went back, but there was a new clerk on duty. This new man asked me what I had purchased, at what time and the amount of change I had fergotten. After he had consulted a memorandum made by the other clerk he promptly handed me 20 HAROLD F. BALDWIN.

memorandum made by the other clerk he premptly handed, me 29 that RAROLD F. BALDWIN.

Unconsciously Mr. Baldwin reveals part of the United Cigar Store stem of salesmen in his letter. Has he never happened to notice that a stem of salesmen in his letter. Has he never happened to notice that a stem of salesmen in his letter. Has he never happened to notice that a stem of salesmen in his letter. Has he never happened to notice that a stem of salesmen in his letter. Has he never happened to notice that a stem of salesmen in his letter. Has he never happened to notice that a stem of salesmen in his letter. Has he never happened to notice that a stem of salesmen in his letter. Has he never happened to notice that a stem of salesmen in his letter. Has he never happened to notice that a stem of salesmen in his letter. Has he never happened to notice that a stem of salesmen in his letter. Has he never happened to notice that a stem of salesmen in his letter. Has he never happened to notice that a stem of salesmen in his letter. Has he never happened to notice that a stem of salesmen in his letter. Has he never happened to notice that a stem of salesmen in his letter. Has he neven the hands are engaged from the little ered look of the company, which, by the way, about the best book of rules for the guidance of clerks that The Ad-Visor is seen.

During May of last year I had occasion to need a full-dress vest, which I purchased from Weber & Heilbroner at their 345 Broadway store. As I shad only worn the vest on question for some other things which would serve happened to relain the stem of the stem system of salesmen in his letter. Has he never happened to notice that a United Cigar Store clerk puts the change in the customer's hand, unless both hands are engaged? In that event, the change is placed in the tray, as Mr. Baldwin states, and the tray is placed near the customer. That is but one rule from the little red book of the company, which, by the way, is about the best book of rules for the guidance of clerks that The Ad-Visor

No, are, he throws the stuff back on the scapegost manufacturer, who, perforce, must bear the imposition or lose a customer.

For instance, that petiticoat story. I can picture the buyer of that large establishment on the day when he bought those petiticoats from some manufacturer. He is quoted a price. He bickers and bickers until he gets the manufacturer down to rock-bottom. And then the manufacturer, who must live, skimps a little here and puts a little lower quality there, and slides over poor workmanship everywhere, and delivers the conde

iclivers the goods.

And then the retailer offers his stuff to the consumer as reliable merchandise ALTHOUGH HE KNOWS THAT IT IS NOT, BUT THAT WHATEVER RETURNS THERE ARE WILL BE PUT ON THE MANUFACTURER. He also knows that the majority of buyers will not come

And then the consumer. He or she, as the case may he, looks for the price and then thinks of the value—or doesn't; and then when she, let's say, gets home and finds that the petticoats for \$1.98 are not as good as elsewhere for \$3, and if she has nerve—why not? back she goes to the smiling gentleman, who shoves it back on his scapegont—as I have said, the manufacturer.

So there is more to this question which you are trying to solve than appears on the surface. You must get at the root of the evil to

the evil.

And then, again, this policy of indiscriminately accepting returns the destructive. Why should And then, again, this policy of indiscriminately accepting returns is not at all constructive. It is positively destructive. Why should I not take advantage of the retailer if I know that he will accept back anything on the slightest provocation? There is a large class of people of this type now in embryo. And I think that, for example, any man who can have the crust to return a coat after wearing it a whole acason and accept a cash return or its equivalent, besides having an unmitigated nerve, is absolutely imposing upon the goodwill of a concern. First this or not as you will; I have the satisfaction of knowing that my feelings are relieved. Yours discordantly, E. V. M. G.

Light from another angle on an interesting and not altogether sim-

stion brought from Deuel the significant reply:

"The lack of any other motive is one of the things which sometimes incline me to the belief that Dr. Waite is insane."

Lack of Murder Motive.

This, "lack of motive," it is pointed out, may be counted on to score heavily at the trial in proof of Waite's tresponsibility, even though he may continue to assert, he is sane and to insist that he wishes to "expiate" his crimes in the electric chair.

But the insanity plea, which the defence has not by any means signified its intention of abandoning, would get a crumbling blow if it could be shown it was not a crazy dream of money and power that led to Waite's experiments with virulent germ cultures—if the could be proved that threats of extortioners in reality had supplied a more logical motive for the murders.

Politive evidence of a blackmail plot prior to the death of John A. Peck and his wife with Dr. Waite in the role of victim has yet to be obtained. Lacking it, no one in Judge Swann's office will reveal how far investigation along this line has been pursued or how much has been brought to light.

Judge Swann admitted that Waite appeared to have figured in several one sided transactions in which amounts of size disbursed by him had brought no concrete return. He would not say he believed blackmailers got the money. The official reasoning on which the blackmail theory rests came from another source.

Attention was called to the fact that were his position not menaced in some way Dr. Waite, who certainly had shown no traces of insanity in interviews with reporters and representatives of the prosecutors office, had little to gain by doing away with the Pecks.

Except for those mysterious, van-

ference talk of a \$1,200 investment, porters who went to 348 West Forty-

eighth Street, the address the girl gave as hers, were told she did not live there, as hers, were told she did not live the gold of the great probably would be made. He already be walted to give to Kane. This letter is dated hard of give to Kane. This letter is dated hard of give to Kane. This letter is dated hard of give to Kane. This letter is dated hard of give to Kane. This letter is dated hard of give to Kane. This letter is dated hard of give to Kane. This letter is dated hard of give to Kane. This letter is dated hard of give to Kane. This letter is dated hard of give to Kane. This letter is dated hard of give to Kane. This letter is dated hard of give to Kane. This letter is dated hard of give to Kane. This letter is dated hard of give to Kane and mand and the give to kane. It ran: "Dear Mr. Spaulding:

SECRET PAYMENTS
GIVE SWANN CLEWS

While brokers. It ran: "Dear Mr. Spaulding: the stock (say N. St.5000, and make a check out for that amount (\$15,000) hard make a check out for that amount (\$15,000) hard make a check out for the mount of give the property of the give the property of the give th

Except for those mysterious, vanished sums which are now being traced Dr. Waite's expense ledger proved an open book. Any other drain on his resources was not only secret from his wife and her family, but remains a secret from the investigators.

"So why," summed up the reasoner, who has been in close touch with the investigation, "should one getting along so comfortably have contemplated murder?

"The unexplained payments may hold the answer. Suppose Waite had been the prey of blackmailers; suppose his weakness for women had led him into a badger game trap; suppose he had been bled until he was desperate and then had been threatened with exposure.

"Exposure would have meant ruin."

amily turn yesterday, arrested him and ap-ment. Propriated the manuscripts and corre-orty-spondence in his possession.

You want stylish clothes, you are willing to pay a fair price-remember, then, that everything depends upon where you buy.

Next time try here.

The best suit or overcoat obtainable at any stated price between \$15 & \$35.



was lumpy and twisted from jabbing savagely.

"Irop in the savagely savagely.

"I ain't saved a cent," sighed Larry ain't saved a cent,"

ment. Please take a seat. Them chairs ain't much good, but you'll have to excuse me, 'cause the government ain't paying us letter carriers much money. I'm late, but you'll have to excuse me again, 'cause the work is pretty hard. Oh, no, sir! I'm not always apologizing for everything, but you'll have to excuse me if I say we fellows get used to doing it."

The thin form of the old man sank wearily into the threadbare upholstery of his second best parlor chair. Against the walls of the small, dim room hung lithographs and enlarged portrait drawings. The palsied finger of the letter carrier pointed to the photograph of a sweet-faced woman.

"That was my wife," explained Larry Dunn.

Boys Relieve Spokesman.

The "boys" of Station L, at Lexing-

The "boys" of Station L, at Lexing- faint,

ton Avenue and 125th Street, had re-lieved Larry Dunn of his route for the afternoon yesterday. Not without a qualm of conscience and a hundred apologies did the old man consent to

"Lo, Bill," greeted Larry.

"Lo, Larry," responded the newcomer, adding, breathlessly: "I just
heard there was a reporter come up to
see you about the pensions for us men.
If -if"

Hope for Favorable Report.

"I just been telling him all about it.
Bill," interjected Larry Dunn. The
lean face wrinkled into a smile. "If
the Postoffice Committee of the House
of Representatives don't report our
bill favorably to-morrow morning

"Drop in our tracks," added the other

Dunn.
"Nor I," added William J. Donovan,
"Nor I," added William J. Donovan, "It's an ugly hand," he apologized, of Station A. "How can you, when but its done service for the government. Please take a seat. Them chairs than \$1,200?" than \$1,200?" But I'm getting Bill. Not

"That's what I'm getting, Bill.



The Cabaret is a veritable gathering of Stars.

All of these things combined with a matchless service-make Rector's America's Leading Restaurant.

Broadway at Forty Eighth Street.

Kestaurani

258-260 WEST 23rd ST. **FAMOUS FOR** Sea Food Specialties Delicious Steaks and Chops All the Season's Delicacies Courtesies to Ladies Unattended

Newly Entarged Banquet Rooms Established 40 Years



METROPOLITAN OPERA



arnegie Hall, To-morrow Aft., at 2:30

ELMAN

ARTHUR FREIDHEIM

CAMPBELL

SONG RECITAL Helen Allen Hunt SONS GRETA TORPADIE

tives of the prosecutors office, had little to gain by doing away with the Pecks. Except for those mysterious, read Except for those mysterious, read Except for those mysterious transfer to the most read U. Discovered Confus for \$10. 14th Street, near Fourth Avenue.

44 Nr. B'way. Bry.7242 Nights 25c to \$1.50 Mats. 25c to \$1.00 All Seats Reserved. TWICE DAILY, at 2 & 8 Sharp INCLUDING SUNDAY.
CLINE'S MASSIVE PRODUCTION of HELEN
HUNT JACKSON'S FAMOUS ROMANCE

"RAMONA" A MASTER PICTURE SENTIMENT AND ATMOSPHERE." "THE LOVE STORY OF THE AGES."

CENTURY THEATRE WEST 2 620 ST **ACTORS'** FUND

CESSLER KI OPOLITAN BALLET Other Stars To Be Announced.

BENEFIT WITH A GREAT STAR BILL

FRANCE AT WAR COLLECTION OF PRENCH WARTIME STERS, SKETCHES AND CARTOONS

HARVARD CLUB OF PARIS

MRS. H. P. WHITNEY'S STUDIO, APRIL 3rd to 3th, Inclusive, ADMISSION 50 CENTS. CONT The BLUE ENVELOPE WATER

STANDARD Broadway & 90 St. Ess 25cto \$1
EMILY STEVENS to
Mat Sat. The to The Unchastened Woman" LOEW'S NEW YORK THEATRE To-day: THEDA BARA In "Gold & The Woman. Grand Pipe Oran Symphony Orangers Loew's American Roof tod St. A Sth Are Frans & Society Circus, ALL SEATS one, Letter Latter & Co. RESERVED inc. Letter Comfortable 25c, 35c, 50c.

PARK BWAY 4 Seth St. 15c-25c TREASURE ISLAND

B WASHINGTON SQ. PLAYERS CHOICE MAHLER SYMPHONY CONCERT. SEATS Reserved Seats All Parts of IACOBS TICKET OFFICE, Normandle Broadway & Oath St. Phone 4189 at 1. PRINCESS THEATRE, Mon. Aft., Apri

Tickets on sale at Box Office.

DOUGHERTY WINS; A statement of Dougherty's alleging partment information.

Justice Donnelly yesterday dismissed for making public extrain de partment information.

Sult DISMISSED

Sult Sult Subscied

Subscied of the Use of the Wassed o

Just Look at This One

Did you ever see anything smarter than this live, snappy Spring overcoat? It is one of many styles shown in our new

Schaffner & Marx Spring **Topcoats**

The others are just as good looking-in different lines and fabrics to please every taste, every figure.

Spring Suits-\$18 to \$50



EMPIRE BYS. 8 15. MAIA. TO MY & WED. 2:15 "A BIG POPULAR

SUCCESS."-World

"POPULAR SUCCESS."-Trib Better Than 'Arizona.' "-Telegram. MATINEES TO-MORROW & WEDNESDAY.

The Heart

LYCEUM B'way, 45 St. Evenings 8 3 Charles Frehman, David Belasco present

of Wetona LIBERTY WEST 42D ST. Evgs. 8 15 Sharp
JULIA DONALD JOSEPH
SANDERSON BRIAN CAWTHORN
In the Triumphans
Musical Comedy.

Musical Consety.

GEO. COHAN'S THEA, R'way 43 St. Even
S 25 MAT TO MW 2 30

Mitzi A comic opera govel and
musical in the way
through."—Times. in 'POM-POM BELASCO WEST 44TH ST. E. THE BOOMERANG

EXTRA MATINEE NEXT TUESDAY 2 20.

ASTOR B'way, 45th St. Free 8:10 SHARP
Mais TO MOR'W & Wed. 2 10 COHAN REVUE 1916 HARRIS WEST 42 ST Evenings at 5 HIT-THE-TRAIL HOLLIDAY ELTINGE WEST 42D ST. Evenings V.1

FAIR AND WARMER PALACE NORA BAYES

BY WAY & 47 St.
Daily Mat. 25c to \$1.

Morgan Dancers, others.

IPLAYHOUSE W 48th Bryant 2628 F. Grace George in a BERNARD SHAW Come that's a continuous laugh fre rise to fall of curtain

Captain Brassbound's Conversion

THE GREAT PURSUIT By C. HADDON CHAMBERS.

Maxine Elliott's Math. Br. B'way Ev sabeth Marbury. SEE AMERICA FIRST Lou-Tellegen in 'A King of Nownere' PAY-DAY

THE FEAR MARKET By Amelie Riv 48TH ST. THEA Just E of Blway Ers. S ! JUST A WOMAN BY Bugene PRINCESS Soth, hear B'way, Evenings 8 2 VERY GOOD EDDIE



Erstwhile Susan CANDLER **JUSTICE**

LAST WEEK of The Merry Wives of Windsor HUDSON WEST 412 ET

E MELODY OF YOUTH

SUNDAY NIGHT

THE GREAT LOVER REPUBLIC COMMON CLAY

MADISON SQ. GARDEN NO GREATEST SHOW ON EARTH PERSIA OF THE PROCESS

King Solomon said there nothing new under the sun HE NEVER SAW THIS CIRCUS.

SOUSA SUNDAY THE BLUE PARADISE WITH CECUL

MATINEE DAILY SEAS SIN HIP-HIP HOORAY

LYRIC THEATRE. KATINKA



Spring Topcoats-\$20 to \$35



NEW YORK'S LEADING THEATRES AND SUCCESSES.

DELIGHTS FIRST NIGHTERS

CRITERION

The Cinderella Man

EDNA MAY in SALVATION JOAN LONGACRE WALLE LEO DITRICHSTEIN

BRANCH TICKET OFFICE